



## Main Street Program Manager

**Job Status:** Full Time, Exempt

**Job Site:** Springfield (Lane County) office; with occasional travel

**Job Salary:** Salary commensurate with experience (\$38,000-44,000); plus Benefits

**Supervisor:** Assistant Director

### **Purpose and Scope of Position:**

The Main Street Program Manager (MSM) generates and supports business vitality and investment in core commercial districts by working closely with local organizations, community volunteers, businesses, property owners and governmental agencies. NEDCO's Main Street Program currently operates primarily in Downtown Springfield; and seeks to create a Regional Main Street Initiative. The success of the program relies heavily upon volunteer committee participation. The MSM is responsible for ensuring volunteers are engaged, informed, active, productive and effective. All program work is conducted in a manner consistent with the nationally recognized and successful *Main Street Approach*; while taking into account characteristics, assets, and partnerships unique to our local area.

NEDCO's Main Street efforts are a part of a comprehensive organizational commitment to a mission: *"To build human and capital assets to strengthen neighborhoods and broaden participation in community ownership and governance."* The MSM must be equally capable of working independently as being an integral part of a work team responsible for programs that foster a wide variety of vibrant local businesses. The ideal candidate for this position is highly adaptable and entrepreneurial, and possesses a genuine desire to improve communities through citizen involvement. To succeed in this position a candidate must have substantial knowledge and/or experience in the following: commercial district management, historic preservation, non-profit administration, community revitalization, small business development, public relations, volunteer management, program planning, design, and evaluation, and fundraising.

### **Essential Duties include:**

- Oversee, plan, track, and evaluate all aspects of NEDCO's Main Street work
- Community relations, partnership cultivation, education and outreach
- Volunteer recruitment, training and management
- Meeting facilitation and record keeping
- Resource development and fundraising
- Staffing, improving, and maintaining a Main Street Resource Center store front and offices (Downtown Springfield)
- Administrative tasks and functions associated with program activities
- Comply with all terms of the scope of work outlined in the City of Springfield contract for services project management document
- Other duties as assigned

## Main Street Program Manager

### Project Details

#### Downtown Springfield:

The majority of the Main Street Manager's (MSM) work lies in helping in the creation and support of a thriving Downtown Springfield through implementation of (National) Main Street Program best practices. The MSM oversees all program activities and recruits and manages volunteers; guiding the development, utilization and monitoring of annual committee work plans to meet targeted commercial revitalization goals. The MSM will obtain and record data to report the economic impact of Main Street activities. Key current projects in Downtown Springfield include:

- 2<sup>nd</sup> Friday Art Walk- local merchants host art and artist receptions, along with special promotional offers and activities, to attract patrons and stimulate economic activity downtown
- Façade Improvement Program- revolving loan and onetime, competitive grant funds for physical plant improvements at local businesses
- Quarterly Mixers- regular networking and informational events to help connect and educate downtown stakeholders
- Main Street Resource Center- physical materials, technical assistance and resources to support area businesses and other community's ready to learn from The Main Street Approach
- Development of a building vacancy, business owner information, and property/lot database utilizing Downtown DIVA software

#### Duties Across Projects:

- Recruit, coordinate, train, and support committee members and volunteers
- Staff committee and subcommittee meetings and ensure development and timely implementation of committee work plans. Monitor, evaluate and amend projects and tasks in the work plan to achieve stated objectives and goals
- Meet regularly with business owners, property owners and others to understand their needs, help them succeed, and to connect them to complementary NEDCO programs and community resources
- Develop initiatives that build and enhance community engagement and resources
- Create and conduct on-going public awareness and outreach campaigns to promote Main Street program activities
- Use speaking engagements, interviews, social media, newsletters, press releases, and personal appearances to educate the public about program goals, projects, and value
- Develop funding strategies, new lines of business and contracts to ensure long term sustainability of Main Street program and projects
- Promote and maintain effective relationships with community partners and NEDCO staff. Provide in-house, cross-departmental coordination to ensure smooth client pathways
- Stay current on best and promising practices for the Main Street model
- Other projects as assigned or developed

## Main Street Program Manager

### Requirements:

- Flair and passion for promoting creative yet proven strategies for community revitalization and economic development; ability to inspire others to participate fully in those strategies
- Demonstrated success supervising, leading, and training volunteers. Proven track record engaging, supporting, and maximizing participation of people from diverse backgrounds
- Able to build, evaluate, and maintain programs and partnerships to achieve goals
- Exceptional verbal and oral communication skills including meeting facilitation, public speaking and group presentations; expert in active listening and providing constructive responses
- Comfortable, confident and competent; whether operating in a professional office setting, at a community meeting, conducting a media interview, or in City Council Chambers
- Highly organized; can complete agreed upon tasks and meet deadlines.
- Able to manage, synthesize, and utilize large volumes of information, on an ongoing basis
- Able to maintain composure and produce quality work, even under stress
- Fundamental budget development, monitoring and management capabilities
- Proficiency in Microsoft Office suite applications including Word, Excel, Outlook and PowerPoint
- Access to own transportation for local meetings and occasional statewide travel
- Ability to work a flexible schedule as program needs and operations dictate (occasional weekends and evening; or overnights for regional and national travel)
- Education, formal training, and/or work experience in one or more of the following: commercial district management, historic preservation, business or non-profit administration, community revitalization, small business development, public relations, volunteer management, program planning, design, and evaluation, fundraising.

I have received and understand the duties and scope associated with my position:

Signature \_\_\_\_\_ Date: \_\_\_\_\_